

MSAN 601: Business Communications Day 1

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Learning Objectives

- ▶ Analyze communication situations and audiences to make choices about the most effective and efficient ways to communicate and deliver a message
- ▶ Understand your own communication limitations and learn to work with them
- ▶ Plan and send appropriate emails
- ▶ Use LinkedIn to communicate with recruiters and potential employers
- ▶ Practice cold introductions and learn to navigate semi-professional settings
- ▶ Refine your personal narrative for use in different professional situations
- ▶ Plan and execute a short presentation

Grading

Professionalism	20%
Pitches Assignment	10%
LinkedIn Assignment	10%
Email Assignment	10%
Summary Assignment	10%
Paper Selection Assignment	5%
Meetup Assignment	15%
Final Presentation	20%

Course Policies

- ▶ Attendance is required. Unless a student gives me prior warning, all absences are considered unexcused.
- ▶ The quickest way to reach me is via email. While I don't have any official office hours downtown, I will gladly find a time and place where we can meet if that proves necessary.
- ▶ Class participation is required. This is a big part of your grade. I expect class to include discussions.
- ▶ All electronic written assignments are to be submitted in **PDF** format.
- ▶ Cheating is not tolerated. At all. Unless an assignment is clearly designated as group work, I expect it to be done alone. USF's honor code can be found online and I expect it to be followed. Disciplinary action will be taken against any student found violating this code.

In this class we will use the following framework for understanding communication:

- ▶ **Audience:** Who is the recipient of the communication?
- ▶ **Intention:** What is the purpose of communicating?
- ▶ **Medium:** How is it being communicated?

Most communication failures results from a mismatch around one of these factors.

How do we evaluate an **Audience**?

How do we evaluate an **Audience**?

- ▶ Sophistication:
 - ▶ Domain knowledge vs. Technique knowledge
- ▶ Attention Level:
 - ▶ How much does the audience care?

Common Communication **Intentions**:

- ▶ Breaking the silence / Introduction
- ▶ Inform / Teach
- ▶ Build awareness
- ▶ Persuade

Medium

The **Medium** is how the information is being communicated:

- ▶ Presentation
- ▶ Talking at a Bar
- ▶ Email

Summary

	Content	Presentation
Audience	Is the level of information presented at the proper level? Am I explaining things below or above the audience's facilities?	Can the audience understand my presentation? Did I make proper language choices?
Intention	Does the intention match what is being said? For example, if I'm building awareness, do I have too many details?	Does the form support the intention? How do I explain a linear regression in a Bar?
Medium	Does the content match the medium? Animated gif's in a presentation that is printed?	Am I loud enough? Am I making sufficient eye-contact? Am I speaking too fast?